

ORDER



Orders
Order / Rev: 711369
Alt Order #: 06304074
Product Desc: AMERICAN CROSSROADS
Estimate: 943
Flight Dates: 09/06/12 - 09/14/12
Original Date / Rev: 09/04/12 / 09/04/12
Order Type: Political

WFMY-TV
Primary AE: Nick Welte
Sales Office: T-PHI
Sales Region: NAT

Agency
Name: Crossroads Media/ POL
Buying Contact:
Billing Contact:
 66 Canal Center Plaza Suite 500
 Alexandria, VA 22314

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: American Crossroads
Demographic: A35+
Product Codes: IS-Candidate/Presidential,IS-Candidate/
Priority: P-1
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/14/12	5	\$10,900.00	\$9,265.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	5	\$10,900.00	\$9,265.00	0.00
Totals	5	\$10,900.00	\$9,265.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Nick Welte			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WFMY	09/14/12	09/14/12	News 2 at 11 News 2 at 11	CM	11-1135p	----F--	:30	1	\$1,250.00	P-1	0.00	NM	1	\$1,250.00
NEWS 2 AT 11															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	----F--			1			\$1,250.00		0.00			
E 2	WFMY	09/10/12	09/10/12	US Open Tennis US Open Tennis	CM	US Open Tennis	M-----	:30	1	\$400.00	P-2	0.00	NM	1	\$400.00
EARLY ROUNDS 9/3/12															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	M-----			1			\$400.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WFMY	09/10/12-09/16/12		US Open Tennis		US Open Tennis	M-----	:30		(\$400.00)		0.00	NM		
See MG 2.2															
2	WFMY	09/07/12-09/07/12		US Open Tennis		12:30-6p	-----F--	:30		\$400.00		0.00	NM		
Ⓜ MG for 2.1 09/10															
E 3	WFMY	09/09/12	09/09/12	US Open Tennis Tennis - Men's Final	CM	US Open Tennis	-----S	:30	1	\$1,500.00	P-1	0.00	NM	1	\$1,500.00
MEN'S FINAL 9/9/12															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-----S			1			\$1,500.00		0.00			
E 4	WFMY	09/06/12	09/06/12	News 2 at 11 News 2 at 11	CM	11-1135p	---T---	:30	1	\$1,250.00	P-1	0.00	NM	1	\$1,250.00
NEWS 2 AT 11															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	---T---			1			\$1,250.00		0.00			

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